

Amendments to and Listing of the Claims:

Please cancel claims 1-17 and add new claims 18-34 as follows:

1-17. (canceled)

18. (new) A method of managing advertisement opportunities (avails) in a television network environment, the method comprising:

(a) recognizing one or more advertisement opportunities (avails), each avail having an expected viewership;

(b) creating a plurality of subavails based on the recognized avails, wherein each subavail is directed at a target audience group; and

(c) generating one or more groups of subavails by aggregating the plurality of subavails, wherein at least one of the groups of subavails has an expected viewership greater than or equal to the expected viewership of one of the avails.

19. (new) The method of claim 18, further comprising:

(d) selling the groups of subavails to one or more prospective advertisers.

20. (new) The method of claim 19, further comprising:

(e) receiving one or more bids for each group of subavails; and

(f) selling the group of subavails to the highest bidder.

21. (new) The method of claim 18, further comprising:

(d) gathering one or more subscriber characteristics of the target audience group;
and

(e) correlating the subscriber characteristics to the groups of subavails.

22. (new) The method of claim 21, further comprising:

(f) determining pricing for the groups of subavails based on the correlation.

23. (new) The method of claim 22, further comprising:

(g) selling the groups of subavails based on the determined pricing.

24. (new) The method of claim 21, further comprising:

(f) transmitting the correlation results to one or more prospective advertisers;

(g) receiving one or more bids for each group of subavails; and

(h) selling the group of subavails to the highest bidder.

25. (new) The method of claim 21, further comprising:

(f) receiving information about one or more advertisements to be placed in the subavails;

(g) characterizing the advertisements; and

(h) inserting the advertisements in the subavails based on a correlation of the advertisements and the subscriber groups.

26. (new) The method of claim 18, wherein the subavails are grouped by combining a plurality of subavails across different channels.

27. (new) The method of claim 18, wherein the subavails are grouped by combining a plurality of time-sequenced subavails.

28. (new) The method of claim 27, wherein the subavails are gathered from a channel.

29. (new) An advertisement management system for managing advertisement opportunities in a television network environment, the system comprising:

an advertisement opportunities (avails) recognition module configured to recognize avails, each avail having an expected viewership;

a subavail generation module configured to create a plurality of subavails based on the recognized avails, wherein each subavail is directed at a target audience group; and

a grouping module configured to create one or more groups of subavails by aggregating the plurality of subavails, wherein at least one of the groups of subavails has an expected viewership greater than or equal to the expected viewership of one of the avails.

30. (new) The system of claim 29, further comprising an avail sales module configured to sell the groups of subavails to one or more prospective advertisers.

31. (new) The system of claim 12, further comprising:

a subscriber characterization module configured to gather subscriber characteristics; and

a correlation module configured to correlate the subscriber characteristics to the groups of subavails.

32. (new) The system of claim 31, wherein the correlation module correlates the subscriber characteristics to advertisements.

33. (new) The system of claim 29, wherein the subavails are grouped by combining a plurality of subavails across different channels.

34. (new) The system of claim 29, wherein the subavails are grouped by combining a plurality of time-sequenced subavails.